



SHANTI BUSINESS SCHOOL
AHMEDABAD

Creating Strategy Leaders

in collaboration with



ASSOCIATION OF
INDIAN MANAGEMENT SCHOOLS

presents

National Conference on Recent Advancements and Innovations in Management

18th & 19th April, 2023

NCRAIM 2023

Shanti Business School, Opp. Vraj Gardens, Shanti Nagar, Off S. P. Ring Road, Shela
Ahmedabad - 380058 | www.shantibschool.edu.in

About SBS

Shanti Business School (SBS), Ahmedabad was established in 2010 as a Corporate Citizenship Initiative of INR 7,000 Crore Chiripal Group of Industries, Shanti Business School (SBS), Ahmedabad has, within a very short period of its existence, firmly established itself as an Institute of distinction, attracting students from across the country to transform them into industry-specific talent, which is increasingly being preferred by the management industry.

SBS is a vibrant community, since its inception it has produced socially responsible and sought-after industry leaders. We take pride in our student diversity. Students from various geographic areas of the country with different cultural backgrounds and education come to SBS. The rigorous and industry-relevant curriculum of our PGDM program enables the students to transform themselves into business professionals equipped with contemporary skills and competencies. SBS offers full-time PGDM and PGDM-Marketing to graduates who have the potential to succeed in an academically challenging and innovative environment.

Objectives of the Conference:

- ◆ To offer a platform to researchers, academicians, management practitioners and students for exchange of knowledge & ideas
- ◆ To understand the emerging trends & practices in the field of business management
- ◆ Research exposure to students and faculty members

Theme of the Conference:

Business Value Transformation for Reinventing Competitive Advantage

With organization facing unprecedented challenges shaking their existing business models, it is imperative for leaders to learn from the past, and invest into existing business structures, and ensure transformation. Business progress revolves around multiple issues like building innovation capabilities, ensure investment, garnering stakeholder acceptance and leveraging the right kind of technology. Existing business networks require re-thinking and building future with new digital experiences and new partnerships. Organisations must also work on processes that turn great ideas into beneficial business outcomes.

NCRAIM 2023 focuses on multiple facets of business model transformation from historical, present and future perspectives. Therefore, research papers and scholarly works are invited under the following sub-themes:

Marketing & Communication	Finance & Accounting
➤ Marketing of Technological Products (MarTech)	➤ Emergence of FinTech (Financial Technology) Firms in India
➤ Consumer Behaviour in Endorsement Marketing	➤ Financial reporting Standards
➤ Role of AI, ML and IoT Enabled Services Technologies	➤ Adoption of block chain technology in the Indian financial sector
➤ Inclusion of Technology in Sustainable Marketing	➤ Cloud and Data Transformation in Indian Banking
➤ Marketing Measurement and Analytics	➤ Data theft & Financial frauds
➤ Social Commerce growth transformation	➤ Advances in Behavioural Finance
➤ Value co-creation for Rural Markets	➤ Asset Pricing Models
➤ Contagion Marketing	➤ Alternative Investments
➤ Cross-cultural communication and Digital Marketing	
Strategy, Entrepreneurship & Startups	Data Science & Information Technology
➤ Tech enabled Business Strategy: Engineered for Agility	➤ Managing Digital Transformation
➤ Disruptive Growth Strategies	➤ Artificial Intelligence
➤ Art and Science of Managing Explosive Growth	➤ Machine Learning & Deep Learning
➤ Entrepreneurship and Value Co-creation in India	➤ Internet of Things
➤ Entrepreneurial Orientation and family firm performance	➤ Cloud Computing
➤ Emerging trends in entrepreneurship of sustainability related products and services	➤ Analytics
➤ Rise of Technology based Information Technology and IOT Start-ups in India	➤ Digital Transformation
➤ Innovative Business Models in Indian Unicorns and Start-ups	➤ E-Commerce & S-Commerce
Human Resource Management & Behavioural Implications	Operations & Supply Chain Management
➤ HRM Policies and Practices to Respond to Disruptive Innovations	➤ Leagile Management Practices
➤ Emerging work profiles for career management	➤ Role of Theory of Constraints for operational excellence
➤ Talent Acquisition and Data Analytics	➤ Smart Manufacturing and Logistics
➤ Technology and Employee Experience Management	➤ Supply chains disruption and inflation fuelled by geopolitical conflicts and COVID
➤ Promoting Cognitive Diversity in Organizations	➤ Project and Technology Management
➤ Employee Wellbeing	➤ Supply Chain Analytics
➤ Technology and Reward Management	➤ Modelling Simulations and Decision Making
➤ Skill development for reshaping business and economy	➤ Robotic Process Automation

Sustainability	Poster Presentations on
➤ Corporate Mission Shifts from Shareholder Value to Stakeholder Value leading to increased business interest in ESG (Environmental, Social, and Governance) issues	➤ Business Ideas (new sustainable business pitch)
➤ Achieving growth and profitability in ways that are consistent with 17 Sustainable Development Goals (SDGs)	➤ Business Model Innovation (Business plans)
➤ Sustainable transformation models in varied sectors	➤ New ideas for business improvements (existing business model transformation)
➤ Sustainability and Green Systems	➤ Green ideas for corporates (supporting SDGs or ESG models)
➤ Multidimensional sustainability: Transitions and convergence	➤ Advertising campaigns (New ideas for existing & future businesses)

Important Note: The list of sub-themes is indicative and any research work in alignment with the above may be submitted to ncraim2023@shantibschool.edu.in

Overall 3 best papers, and best paper per track will be awarded. All papers will be published as book chapters in an edited book with ISBN number. Select papers will be considered for publication in journals from web of science / ABDC / Scopus / UGC-Care after appropriate scrutiny.

Guidelines for Authors

Abstract	Maximum 700 words
Keywords	Minimum 5, Maximum 8
Referencing	APA Style
Full Paper	Maximum 5500 words (excluding Reference)
Font	Times New Roman, Text font size: 12, Title and subtitles font size: 14
Author Details	Above the abstract. Name and affiliation in sequence of authorship

Important Dates:

Events	Dates
Last date for submission of Abstracts	10 th March, 2023
Notification of acceptance of Abstracts	15 th March, 2023
Extended Abstract Submission & Registration Deadline	31 st March, 2023
Late Registration Deadline	10 th April, 2023
Full Paper Submission Deadline (for peer review & publications)	15 th April, 2023
Conference Days	18 th & 19 th April, 2023

Registration Fees:

Category	Early Bird Registration Fees (on or before 31 st March 2023)	Registration Fees (by 10 th April 2023)
Students / Research Scholars	600 INR	750 INR
Faculty / Other academic members	1500 INR	1750 INR
Corporate Professionals	2500 INR	3000 INR
Attendees without Paper or Poster Presentation	600 INR	750 INR

Note: The Conference fee is inclusive of breakfast and lunch.

Speakers



DR. BADRI NARAYANAN GOPALAKRISHNAN
Fellow and Former Head, Trade, Commerce and Strategic Economic Dialogue, NITI Aayog, Government of India



SHRI SANDEEP SINGH
Chairman, Board of Governors, Indian Institute of Management, Kashipur



PROF. (DR.) DWARIKA PRASAD UNIYAL
Pro Vice Chancellor (Development & External Relations) & Founding Dean, School of Business and School of Economics



DR. ANANTHA BABBILI
Vice president of Academic affairs of Texas A&M University



DR. JAWAHAR SURISETTI
Advisor to Government, TED Speaker, Mental Health, Digital Wellbeing, Start Up Mentor, Psychologist, Bestselling Author, Speaking Tree Columnist



DR. ROHIT SWARUP
Founding Chairman and Managing Director Xplora Design School and Future Xplored



DR. HEMANT C. TRIVEDI
Director Business Development, Explorra Consulting (Division of Explorra Education Pvt. Ltd.)



PROF DR HABIL CLEMENS JAGER
Dean and Academic Head- International Office, FOM University, Germany

Highlights

- Eminent Keynote Speakers
- Expert Track Chairs
- Best Paper Awards
- Publication Opportunity
- Sight Seeing and Cultural Event by Professional Artistes

Organizing Committee

Patron

Dr Neha Sharma, Director-SBS

Conference Advisors

Dr Rinki Rola, Dean-Academics, SBS

Dr Neera Singh, Area Chair-HRM, SBS

Dr Prashant Pareek, Assistant Professor, SBS

Conference Convener

Dr Neha Verma, Assistant Professor, SBS

Conference Secretary

Prof Krunal Mehta, Assistant Professor, SBS

Conference Volunteers

Members of Student Council, SBS

Contact Details:

Address: Shanti Business School, Shanti Nagar, Off S. P. Ring Road, Opp. Vraj Gardens, Shela Ahmedabad, Gujarat 380058

Phone No.: 9099044155, 9099044173

Email Id: ncraim2023@shantibschool.edu.in

Ahmedabad: Manchester of India

Ahmedabad, the Heritage City: With its traditional yet modern flavour, Ahmedabad has been acknowledged as a World Heritage City by UNESCO. The culture, vigour, and enthusiasm of the city are candidly reflected in the celebrations of multiple festivals like Uttarayan, Navratri, Deepavali, etc. Located near the banks of the Sabarmati River, the city divulges its multifaceted strength by being one of India's most important economic and industrial hubs.

The city of Ahmedabad is well connected by national and international flights, besides a wide network of rails and roads.

Places to Visit in Ahmedabad: Sabarmati Riverfront, Gandhi Ashram, Kankaria Lake, Gujarat Science City, and much more.